



U.S. Army 2005 MWR Leisure Needs Survey Results

**Carlisle Barracks
Pennsylvania**

BRIEFING OUTLINE

Carlisle Barracks

▮ **LEISURE NEEDS SURVEY**

- Project Overview
- Methodology
- Patron Sample
- Products

▮ **SURVEY RESULTS**

- MWR Programs and Facilities
- Army Community Service
- Child and Youth Services
- Better Opportunities for Single Soldiers
- Leisure Activities
- Deployment and MWR
- Career Intentions

▮ **NEXT STEPS**

PROJECT OVERVIEW

Carlisle Barracks

MWR STRATEGIC BUSINESS PLANNING MODEL



METHODOLOGY

Carlisle Barracks

▮ **PROJECT SCOPE**

- 92 sites were surveyed in 2005
 - Northeast (21 sites)
 - Northwest (10 sites)
 - Southeast (13 sites)
 - Southwest (14 sites)
 - Europe (20 sites)
 - Korea (9 sites)
 - Pacific (5 sites)
- 249,555 surveys were distributed throughout the Army to four patron groups:
 - Active Duty Soldiers
 - Spouses of Active Duty Soldiers (CONUS only)
 - DA Civilians
 - Retirees (CONUS only)
- 3,044 surveys were distributed at Carlisle Barracks



▮ **SURVEY ADMINISTRATION**

- Designed to collect information on installation MWR programs and facilities as well as the leisure activities of your potential market
- 65 multiple choice questions; 7 questions were tailored to your specific installation issues

▮ **SURVEY ADMINISTRATION (Continued)**

- Active Duty and DA Civilian surveys distributed by installation POCs
- Spouses of Active Duty and Retiree surveys direct mailed to home addresses (CONUS only)
- Web survey option offered for the first time to all respondents

METHODOLOGY

Carlisle Barracks

□ SURVEY SAMPLE

- Four population segments
 - Active Duty
 - Civilian Employees
 - Spouses of Active Duty (CONUS only)
 - Retirees (CONUS only)
- Response Rates and Confidence Intervals for each patron group and overall sample

	<u>Survey Population</u>	<u>Surveys Distributed</u>	<u>Surveys Returned</u>	<u>Response Rate</u> *	<u>Confidence Interval</u> **
Army:					
Survey Totals	1,212,240	249,555	50,651	20.91%	±.43%
Carlisle Barracks:					
Active Duty	420	420	131	31.19%	±7.10%
Spouses of Active Duty	867	928	130	14.01%	±7.92%
Civilian Employees	547	547	120	21.94%	±7.90%
Retirees	4,547	1,149	307	26.72%	±5.40%
Total	6,381	3,044	688	22.60 %	±3.53%

* Response rate is calculated by dividing the number of surveys returned by the number of surveys distributed. It should be noted that low response rates (i.e., less than 20%) increase the chance that one or more subgroups (e.g., for active duty patron group, E1-E4 is a subgroup) may be over- or under-represented. Any patron groups with fewer than 15 survey respondents do not have their data reported to protect privacy and ensure representativeness.

**A confidence interval for a sample mean tells us the range in which we are likely to find the true population mean: Assume 300 surveys were returned for an active duty patron group of 1,350. 52% responded that they used the gym in the last year. The 95% confidence interval for this case would be ±5%. Thus there is a 95% chance that the TOTAL number of active duty at this installation who used the gym last year is between 47% and 57%. We can be 95% confident that between 634 and 770 active duty used the gym

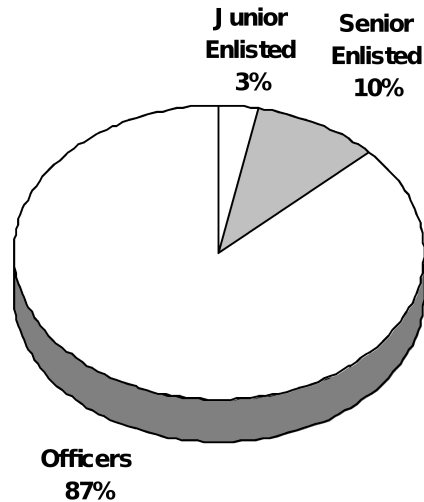
PATRON SAMPLE*

Carlisle Barracks

RESPONDENT POPULATION SEGMENTS

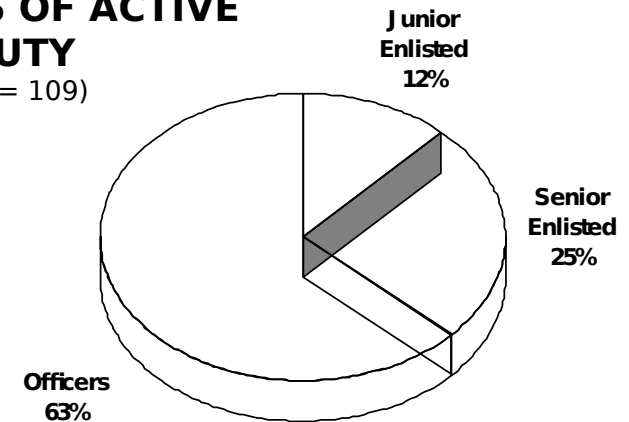
ACTIVE DUTY

(n = 125)



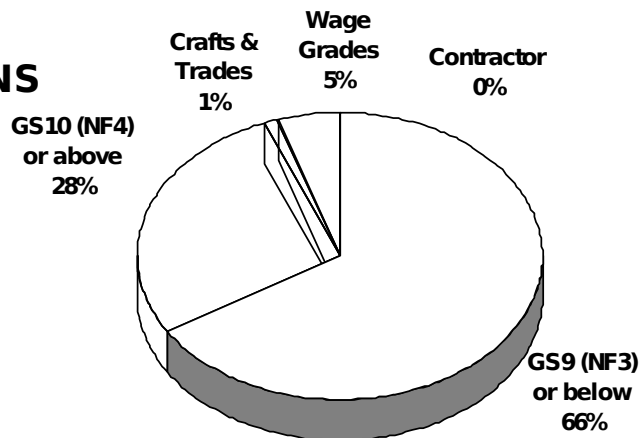
SPOUSES OF ACTIVE DUTY

(n = 109)



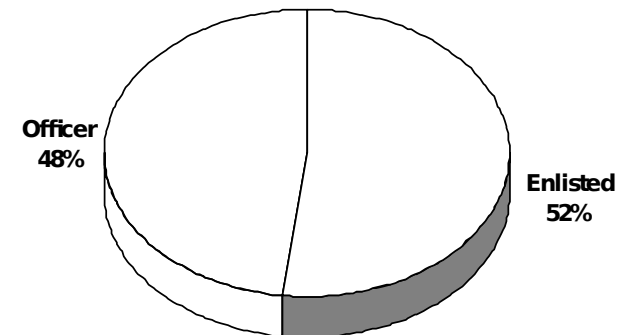
CIVILIANS

(n = 113)



RETIREEES

(n = 241)



*The n provided for each patron group is equal to the number of respondents who provided their rank or paygrade.

PRODUCTS

Carlisle Barracks

▮ **PRODUCTS**

- Comprehensive installation report of survey data in electronic form
- SPSS data file provided to installation representatives for further analyses, if desired
- Installation level briefing of findings
- IMA and Army level roll-up reports and briefings

▮ **PRODUCT DISTRIBUTION**

- All products provided on CD
- CD distribution to installation MWR Directors, IMA Headquarters, and U.S. Army Community and Family Support Center

MWR PROGRAMS & FACILITIES: USAGE AT CARLISLE BARRACKS

Carlisle Barracks

MOST FREQUENTLY USED FACILITIES

Bowling Food & Beverage	32%
Fitness Center/Gymnasium	30%
ITR - Commercial Travel Agency	28%
Bowling Center	25%
Golf Course	23%

LEAST FREQUENTLY USED FACILITIES

BOSS	1%
School Age Services	2%
Child Development Center	4%
Bowling Pro Shop	6%
Outdoor Recreation Center	10%

MWR PROGRAMS & FACILITIES: SATISFACTION AT CARLISLE BARRACKS*

Carlisle Barracks

FACILITIES WITH HIGHEST SATISFACTION RATINGS*

Golf Course	4.73
Golf Course Pro Shop	4.64
BOSS	4.54
Automotive Skills	4.51
Bowling Food & Beverage	4.50

FACILITIES WITH LOWEST SATISFACTION RATINGS*

Swimming Pool	4.02
Child Development Center	4.11
ITR - Commercial Travel Agency	4.28
Arts & Crafts Center	4.34
Bowling Pro Shop	4.36

*Programs and facilities were rated on a 5 point scale: 5 = Very Satisfied and 1 = Very Dissatisfied

MWR PROGRAMS & FACILITIES: QUALITY AT CARLISLE BARRACKS*

Carlisle Barracks

FACILITIES WITH HIGHEST QUALITY RATINGS*

Golf Course	4.53
Bowling Food & Beverage	4.45
Golf Course Pro Shop	4.45
Bowling Center	4.45
Army Lodging	4.39

FACILITIES WITH LOWEST QUALITY RATINGS*

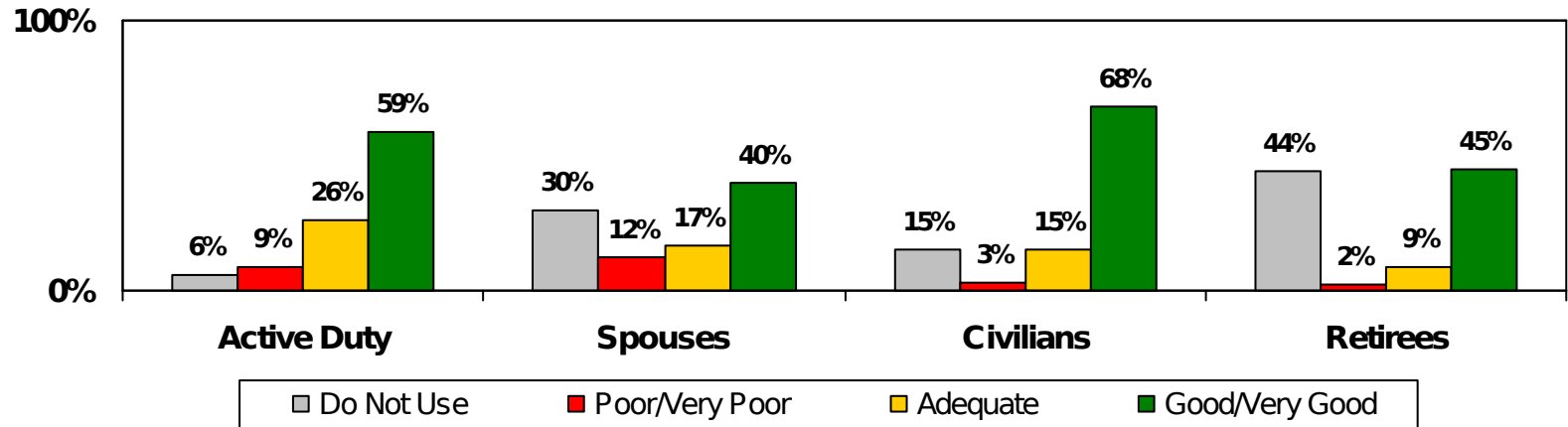
Swimming Pool	3.95
ITR - Commercial Travel Agency	4.05
Multipurpose Sports/Tennis Courts	4.12
School Age Services	4.13
Youth Center	4.16

*Programs and facilities were rated on a 5 point scale: 5 = Very Good and 1 = Very Poor. These ratings are an average of three quality scores: Building/Facility/Space, Equipment/Furnishings, and Personnel.

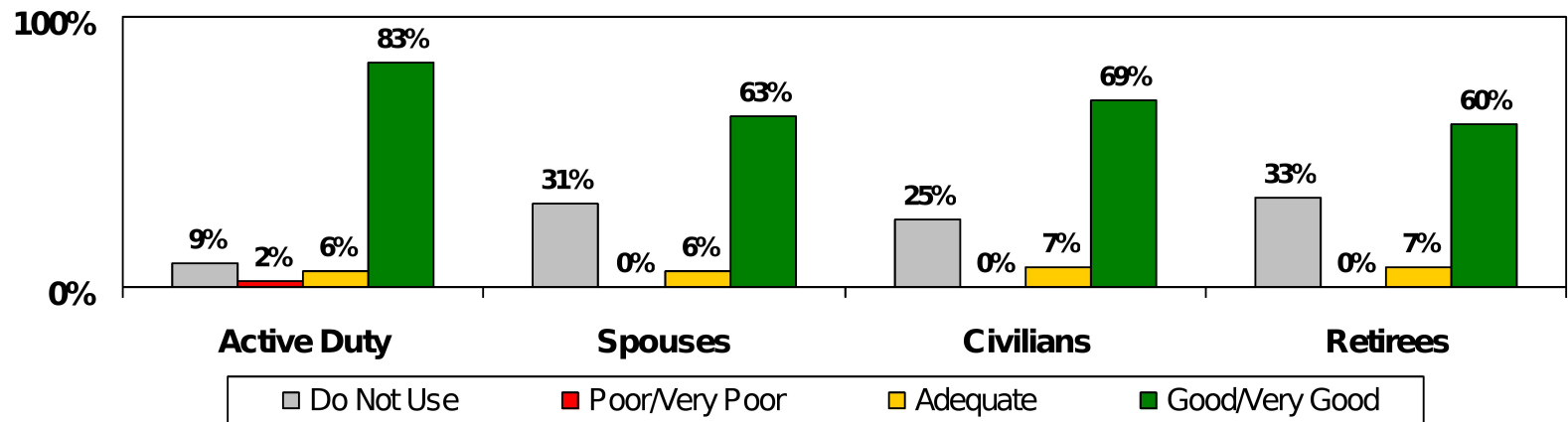
MWR PROGRAMS & FACILITIES: FOOD AND BEVERAGE SERVICES QUALITY

Carlisle Barracks

Quality of On-Post Services



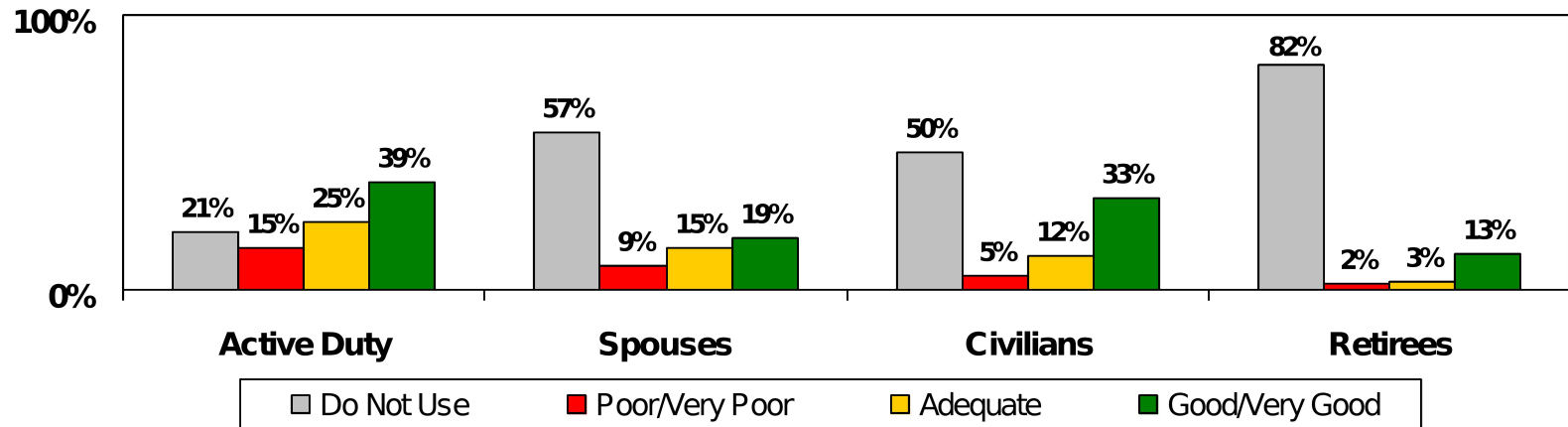
Quality of Off-Post Services



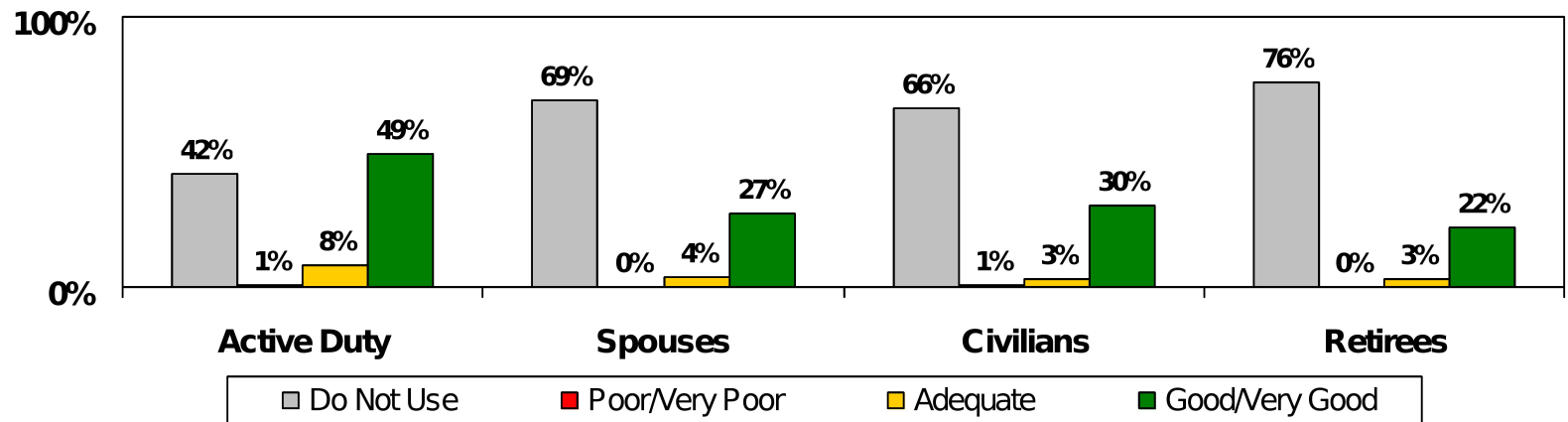
MWR PROGRAMS & FACILITIES: CATERING SERVICES QUALITY

Carlisle Barracks

Quality of On-Post Services



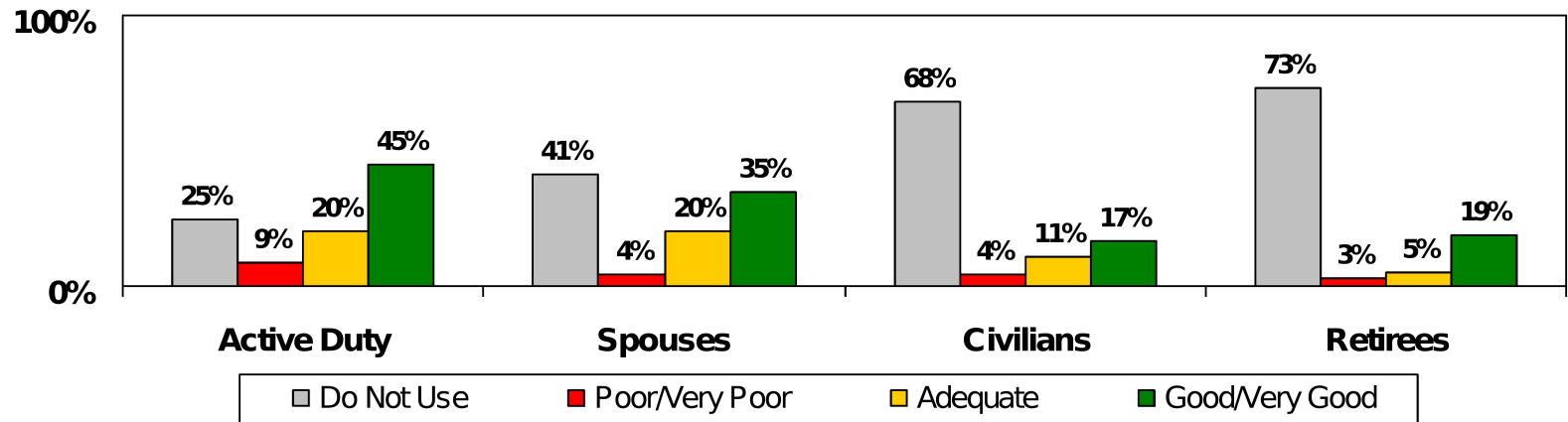
Quality of Off-Post Services



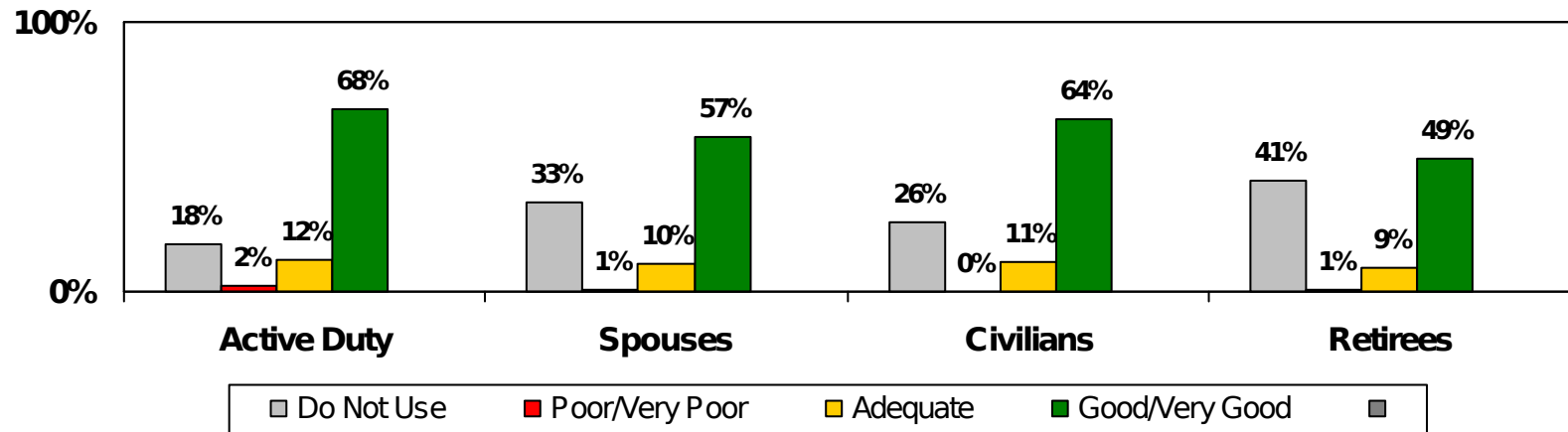
MWR PROGRAMS & FACILITIES: ENTERTAINMENT SERVICES QUALITY

Carlisle Barracks

Quality of On-Post Services

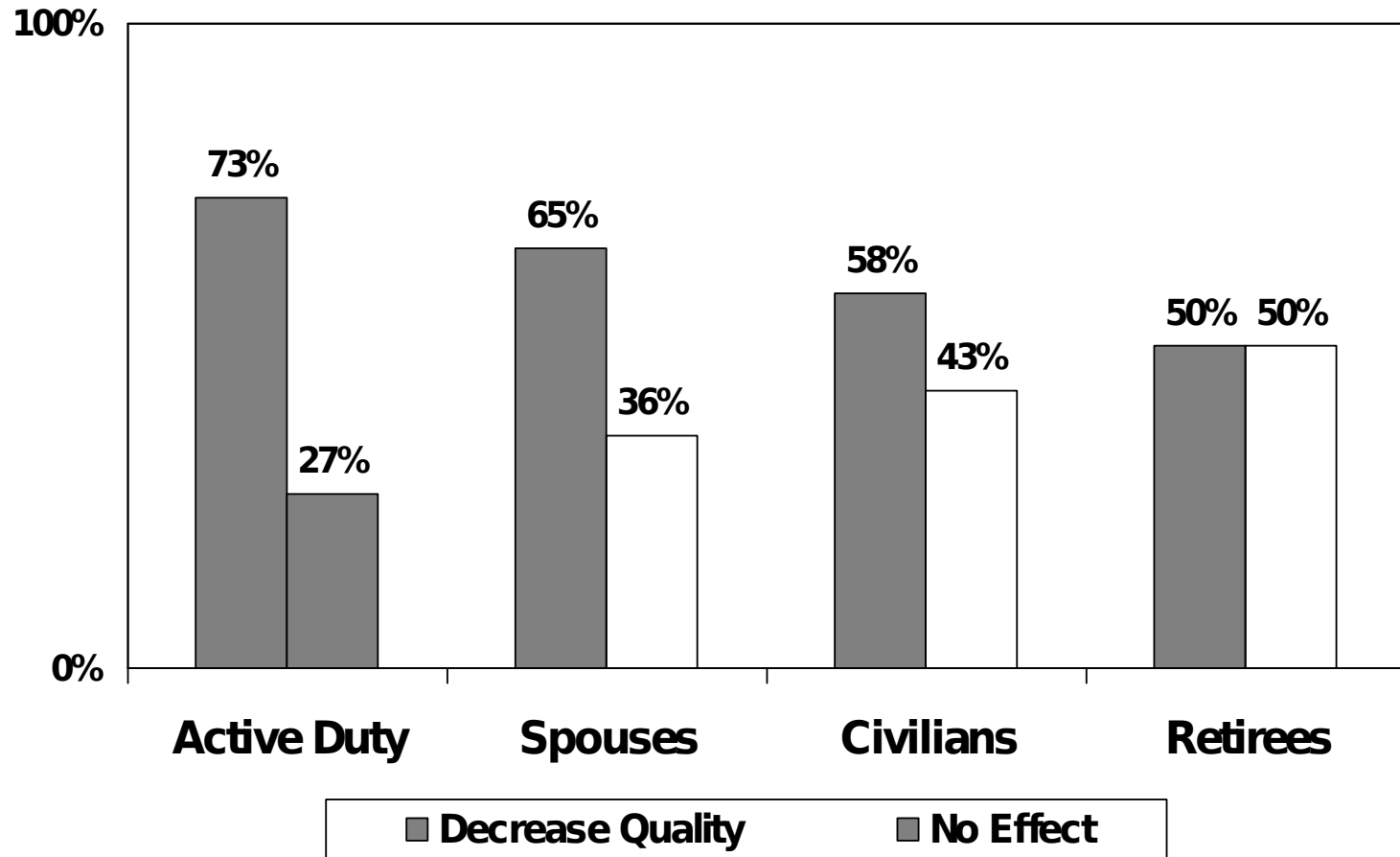


Quality of Off-Post Services



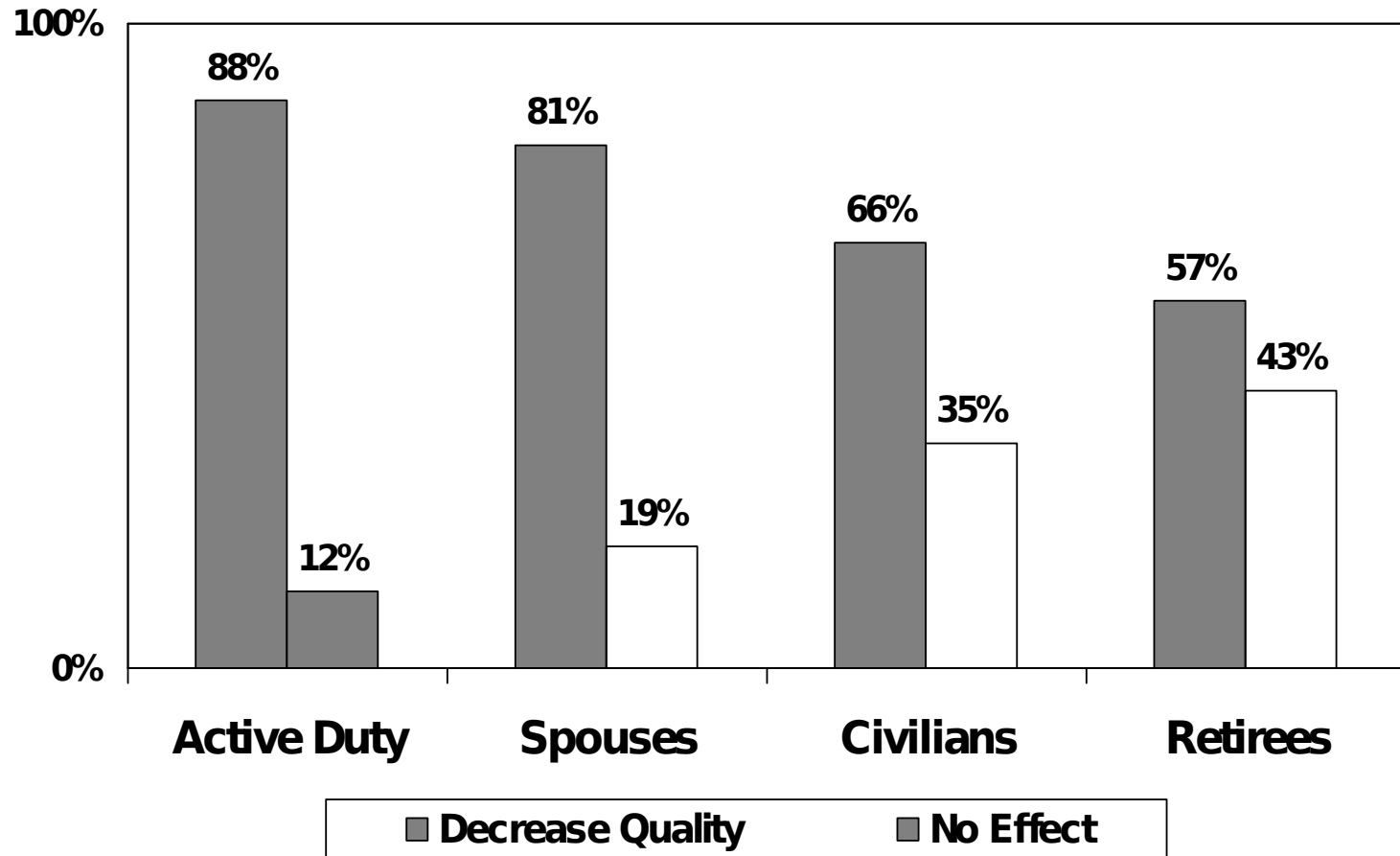
MWR PROGRAMS & FACILITIES: CLUB PROGRAM ELIMINATION EFFECT ON ARMY QOL

Carlisle Barracks



MWR PROGRAMS & FACILITIES: RECREATION PROGRAM ELIMINATION EFFECT ON ARMY QOL

Carlisle Barracks



MWR PROGRAMS & SERVICES: MOST AND LEAST IMPORTANT ACTIVITIES/PROGRAMS

Carlisle Barracks

Respondents were asked to select the 7 most important and 7 least important activities and programs offered on an Army installation.

Top 7 Activities/Programs

Army Lodging	74%
Fitness Center/Gymnasium	68%
Library	48%
Youth Center	45%
Swimming Pool	42%
Child Development Center	42%
Athletic Fields	39%

RV Park	71%
Car Wash	64%
Cabins & Campgrounds	52%
Marina	49%
Golf Course Pro Shop	45%
Bowling Pro Shop	44%
Automotive Skills	39%

Bottom 7 Activities/Programs

MWR PROGRAMS & SERVICES: SOURCES OF INFORMATION*

Carlisle Barracks

WHERE DO YOU GET INFORMATION?	ACTIVE DUTY	SPOUSES	CIVILIANS	RETIREES	TOTAL
Internet	39%	16%	28%	13%	16%
E-mail	68%	38%	72%	15%	27%
Friends and neighbors	44%	40%	17%	19%	23%
Family Readiness Groups (FRGs)	9%	11%	3%	2%	4%
Bulletin boards on post	44%	29%	34%	28%	30%
Post newspaper	64%	34%	47%	33%	37%
MWR publications	50%	31%	31%	22%	26%
Radio	3%	0%	1%	1%	1%
Television	9%	4%	3%	1%	2%
My child(ren) let(s) me know	15%	12%	3%	0%	3%
Other unit members or co-workers	30%	18%	22%	6%	11%
Unit or post commander or supervisor	18%	8%	13%	1%	4%
Marquees/billboards	28%	27%	18%	9%	14%
Flyers	54%	34%	42%	28%	32%
Other	4%	9%	5%	12%	10%
I never hear anything	0%	16%	6%	17%	15%

*The top 3 sources of MWR information are shaded for each patron group and the total population.

MWR PROGRAMS/SERVICES: GENERATE FEELING THAT THE ARMY CARES ABOUT ITS PEOPLE*

Carlisle Barracks

MWR PROGRAM/SERVICE	ACTIVE DUTY	SPOUSES OF ACTIVE DUTY
Army Child and Youth Services	95%	93%
Better Opportunities for Single Soldiers	60%	N/A
Army Community Service	60%	70%
MWR Programs and Services	92%	86%

* Positive = moderate, great or very great extent

ARMY COMMUNITY SERVICE: AWARENESS AND BENEFIT - ACTIVE DUTY

Carlisle Barracks

ACS PROGRAMS	AWARENESS	BENEFICIAL*	NOT BENEFICIAL*
Information and Referral	60%	91%	9%
Outreach programs	34%	82%	18%
Family Readiness Groups	59%	97%	3%
Relocation Readiness Program	69%	98%	2%
Family Advocacy Program	66%	93%	7%
Crisis intervention	41%	92%	8%
Money management classes, budgeting assistance	51%	92%	8%
Financial counseling, including tax assistance	63%	97%	3%
Consumer information	34%	92%	8%
Employment Readiness Program	37%	88%	12%
Foster child care	15%	67%	33%
Exceptional Family Member Program	57%	84%	16%
Army Family Team Building	56%	83%	17%
Army Family Action Plan	51%	77%	23%

* Percentage of Active Duty users

ARMY COMMUNITY SERVICE: AWARENESS AND BENEFIT - SPOUSES

Carlisle Barracks

ACS PROGRAMS	AWARENESS	BENEFICIAL*	NOT BENEFICIAL*
Information and Referral	58%	71%	29%
Outreach programs	42%	64%	36%
Family Readiness Groups	46%	81%	19%
Relocation Readiness Program	67%	92%	8%
Family Advocacy Program	59%	65%	35%
Crisis intervention	39%	30%	70%
Money management classes, budgeting assistance	42%	71%	29%
Financial counseling, including tax assistance	53%	75%	25%
Consumer information	27%	57%	43%
Employment Readiness Program	43%	53%	47%
Foster child care	13%	50%	50%
Exceptional Family Member Program	48%	44%	56%
Army Family Team Building	48%	67%	33%
Army Family Action Plan	47%	67%	33%

* Percentage of Spouses of Active Duty Member users

ARMY COMMUNITY SERVICE: POSITIVE IMPACTS ON ACTIVE DUTY AND SPOUSES

Carlisle Barracks

POSITIVE* ACS IMPACTS	ACTIVE DUTY	SPOUSES OF ACTIVE DUTY
Satisfaction with my job	48%	43%
Personal job performance/readiness	46%	50%
Unit cohesion and teamwork	50%	52%
Unit readiness	52%	58%
Relationship with my spouse	39%	43%
Relationship with my children	44%	43%
My family's adjustment to Army life	41%	61%
Family preparedness for deployments	42%	53%
Ability to manage my finances	30%	39%
Feeling that I am part of the military community	48%	65%

* Positive = moderate, great or very great extent

CHILD AND YOUTH SERVICES: POSITIVE IMPACTS ON ACTIVE DUTY AND SPOUSES

Carlisle Barracks

POSITIVE* CYS IMPACTS	ACTIVE DUTY	SPOUSES OF ACTIVE DUTY
Helps minimize lost duty/work time due to lack of child care/youth sponsorship options	97%	86%
Helps minimize lost duty/work time due to lack of child care/youth services	94%	89%
Plays a role in influencing my decision/my spouse's decision to remain in the Army	74%	56%
Allows me to work outside my home	83%	64%
Allows me to work at home	53%	50%
Offers me an employment opportunity within the CYS program	42%	55%
Allows me/my spouse to better concentrate on my/our job(s)	84%	78%
Provides positive growth and development opportunities for my children	91%	88%

* Positive = moderate, great or very great extent

BETTER OPPORTUNITIES FOR SINGLE SOLDIERS (BOSS):

POSITIVE IMPACTS ON ACTIVE DUTY

Carlisle Barracks

POSITIVE* BOSS IMPACTS	ACTIVE DUTY
Satisfaction with my job	17%
Personal job performance/readiness	17%
Unit cohesion and teamwork	50%
Unit readiness	44%
Ability to manage my finances	29%
Feeling that I am part of the military community	29%
Relationship with my children (single parents)	20%
My family's adjustment to Army life (single parents)	20%
Family preparedness for deployments (single parents)	57%

* Positive = moderate, great or very great extent

LEISURE ACTIVITIES: PREFERENCES OVERALL AND BY PATRON GROUP

Carlisle Barracks

Top 10 Leisure Activities for All Respondents

Watching TV, videotapes, and DVDs	73%
Entertaining guests at home	64%
Walking	57%
Internet access/applications (home)	55%
Going to movie theaters	50%
Gardening	49%
Special family events	45%
Plays/shows/concerts	41%
Festivals/events	36%
Cardiovascular equipment	35%

Top 5 for Spouses of Active Duty

Entertaining guests at home	82%
Watching TV, videotapes, and DVDs	75%
Walking	69%
Going to movie theaters	65%
Special family events	63%

Top 5 for Civilians

Watching TV, videotapes, and DVDs	71%
Entertaining guests at home	58%
Internet access/applications (home)	57%
Going to movie theaters	57%
Special family events	53%

Top 5 for Active Duty

Entertaining guests at home	73%
Internet access/applications (home)	66%
Reference/research services	60%
Happy hour/social hour	59%
Reading	59%

Top 5 for Retirees

Watching TV, videotapes, and DVDs	76%
Entertaining guests at home	59%
Walking	57%
Internet access/applications (home)	52%
Gardening	50%

LEISURE ACTIVITIES: PREFERENCES BY ACTIVITY CATEGORY

Carlisle Barracks

Team Sports

Softball	9%
Basketball	7%
Volleyball	7%
Soccer	5%
Self-directed sports tournaments	4%

Outdoor Recreation

Going to beaches/lakes	32%
Picnicking	29%
Fishing	22%
Camping/hiking/backpacking	22%
Bicycle riding/mountain biking	19%

Social

Entertaining guests at home	64%
Special family events	45%
Happy hour/social hour	26%
Dancing	25%
Night clubs/lounges	17%

Sports and Fitness

Walking	57%
Cardiovascular equipment	35%
Weight/strength training	24%
Running/jogging	23%
Golf	19%

Entertainment

Watching TV, videotapes, and DVDs	73%
Going to movie theaters	50%
Plays/shows/concerts	41%
Festivals/events	36%
Attending sports events	34%

Special Interests

Internet access/applications (home)	55%
Gardening	49%
Trips/touring	30%
Digital photography	29%
Automotive maintenance & repair	27%

LEISURE ACTIVITIES: MARKET SHARE OF ACTIVITY PREFERENCES ON POST*

Carlisle Barracks

ACTIVITIES	PARTICIPATED PRIMARILY ON POST	PARTICIPATED PRIMARILY OFF POST	OVERALL PARTICIPATION
Reading	25%	N/A	25%
Reference/research services	21%	N/A	21%
Study/self-development	19%	N/A	19%
Internet access (library)	18%	N/A	18%
Cardiovascular equipment	17%	18%	35%
Multimedia (videos, DVDs, CDs)	17%	N/A	17%
Weight/strength training	14%	10%	24%

*Top 7 leisure activity preferences ranked by on-post participation.

LEISURE ACTIVITIES: MARKET SHARE OF SPECIAL INTEREST ACTIVITY PREFERENCES BY LOCATION*

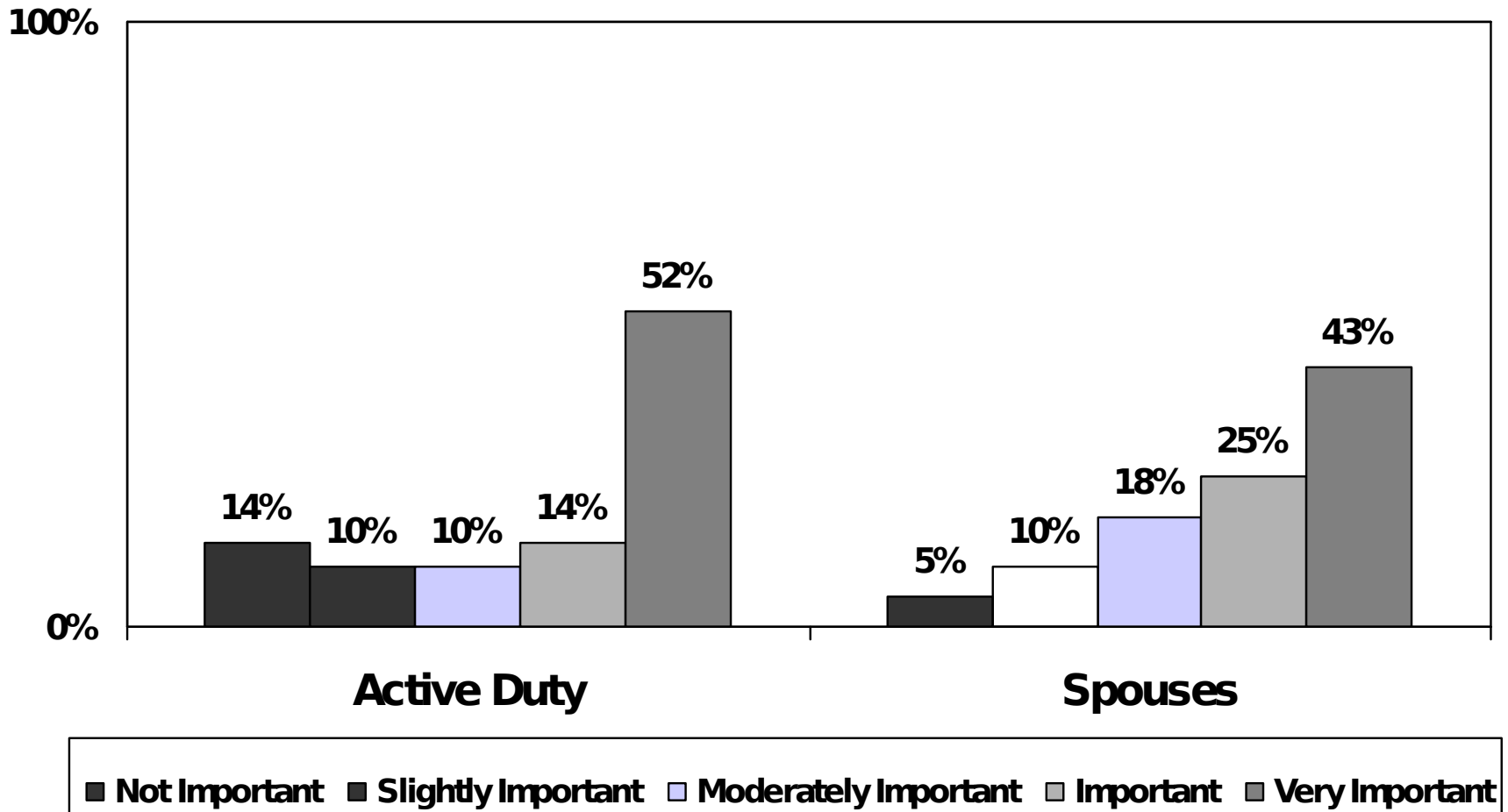
Carlisle Barracks

ACTIVITIES	PARTICIPATED PRIMARILY ON POST	PARTICIPATED PRIMARILY OFF POST	PARTICIPATED PRIMARILY AT HOME	OVERALL PARTICIPATION
Internet access/applications (home)	3%	2%	50%	55%
Gardening	1%	3%	44%	49%
Trips/touring	3%	27%	0%	30%
Digital photography	1%	4%	24%	29%
Automotive maintenance & repair	8%	8%	11%	27%
Automotive detailing/washing	1%	8%	16%	25%
Computer games	0%	1%	20%	22%

*Top 7 special interest activity preferences ranked by overall participation.

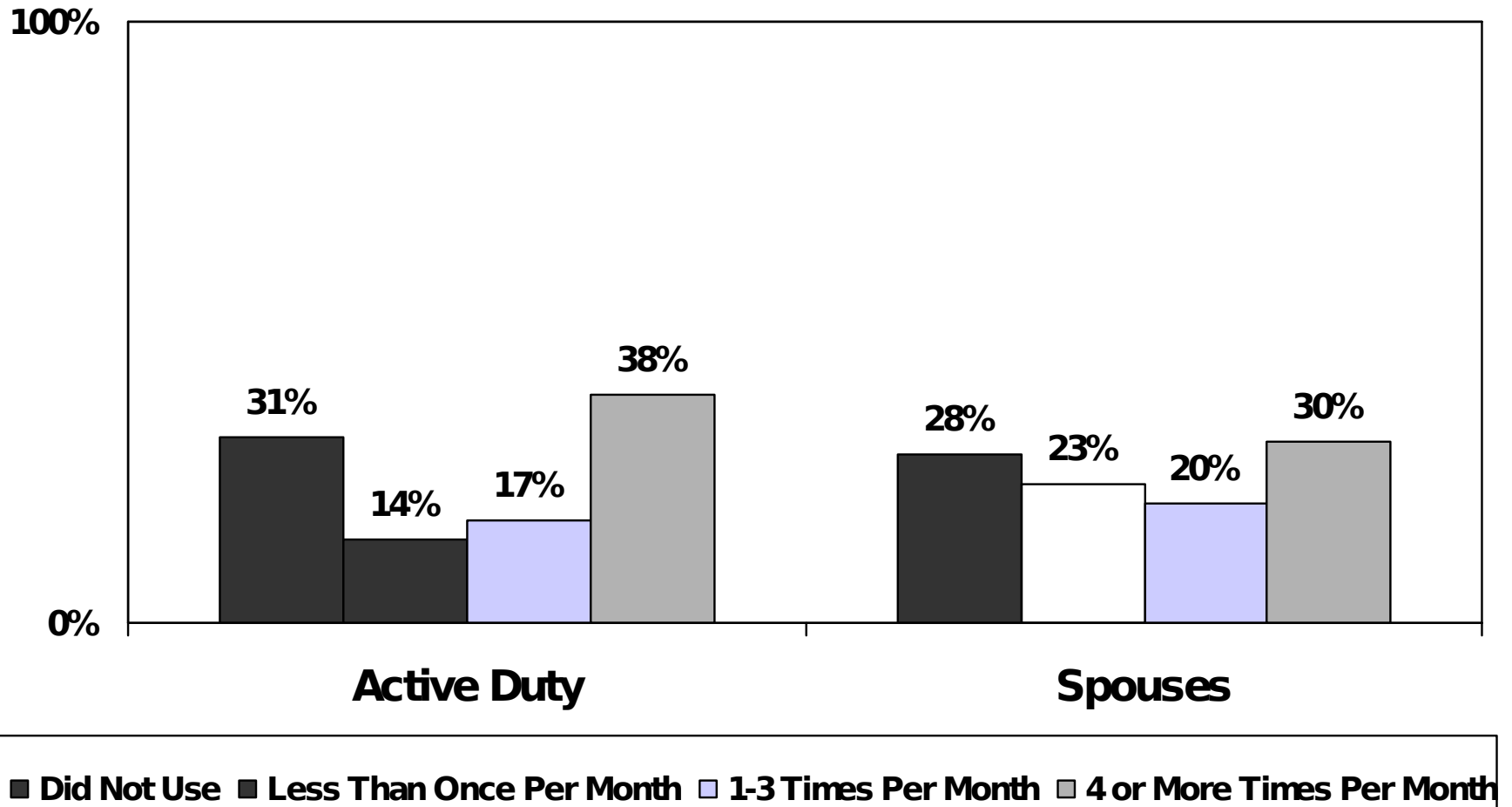
DEPLOYMENT AND MWR: IMPORTANCE OF ACCESS TO MWR DURING DEPLOYMENT

Carlisle Barracks



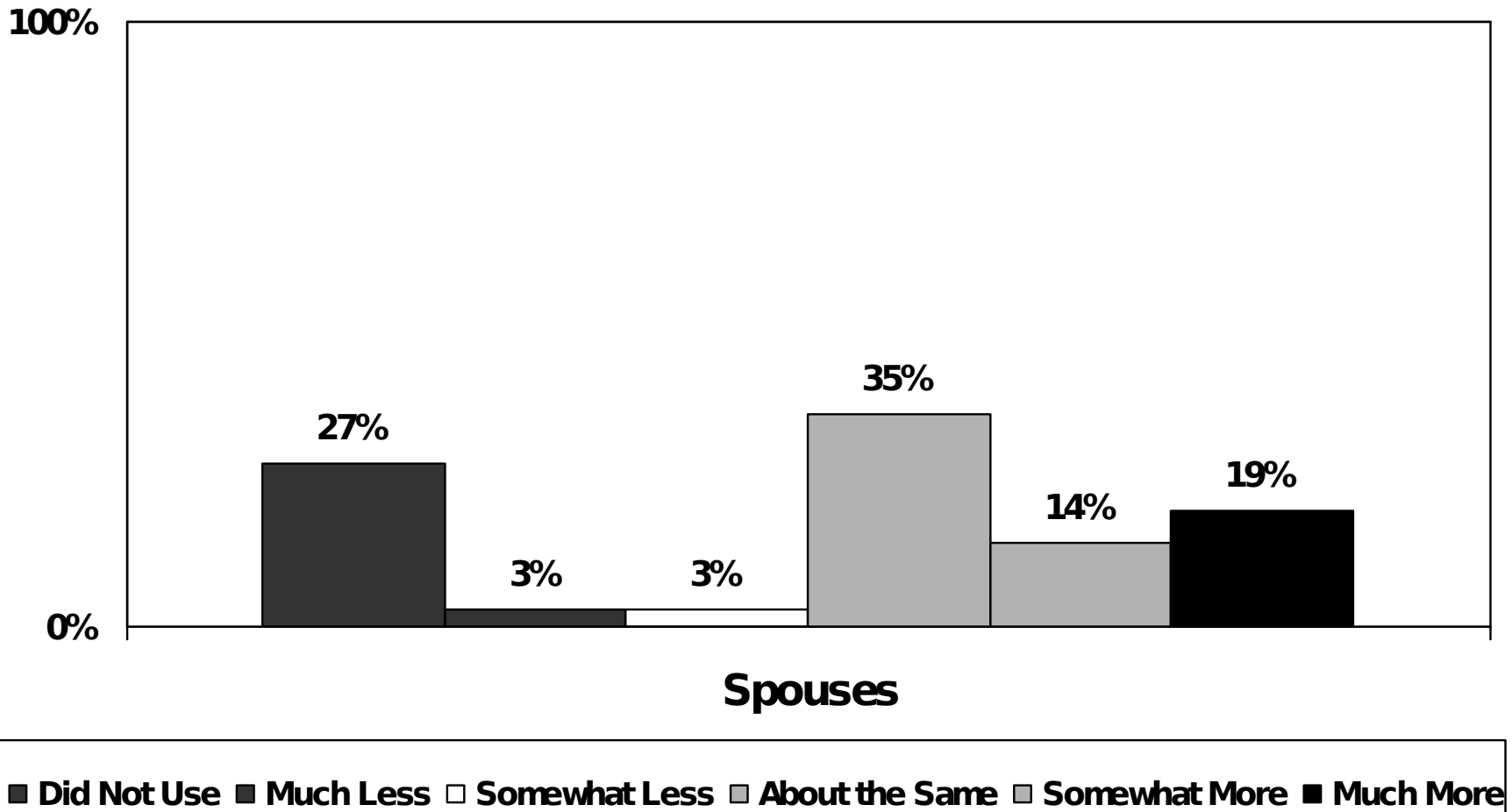
DEPLOYMENT AND MWR: USE OF MWR DURING DEPLOYMENT IN THEATER OR AT HOME INSTALLATION

Carlisle Barracks



DEPLOYMENT AND MWR: USE OF MWR DURING DEPLOYMENT COMPARED TO NON-DEPLOYMENT

Carlisle Barracks



CAREER INTENTIONS: ACTIVE DUTY AND SPOUSES OF ACTIVE DUTY MEMBERS

Carlisle Barracks

Current Plans About Making the Military Your Career	ACTIVE DUTY
Definitely will not make military a career	4%
Probably will not make military a career	2%
Undecided	2%
Probably will make military a career	6%
Definitely will make military a career	86%

Do You Want Your Spouse to Make the Military His/Her Career?	SPOUSES OF ACTIVE DUTY
No	8%
Not Sure	17%
Yes	75%

NEXT STEPS

Carlisle Barracks

▮ **INSTALLATION REPORTS**

- Review information on 91 leisure activities and up to 40 MWR facilities
- Share with Commander and program managers

▮ **DATA APPLICATIONS**

- Action planning for program change and enhancement
- Strategic business planning
- Five year program planning
- Priorities for Project Validation Assessments
- Follow-up focus groups on items of interest or for clarification of findings
- Input into the Installation Status Report (ISR)